

# Abubucker Sait



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**Objective:** To make the best use of the opportunities provided & build upon it towards a bright career in an Organization, which provides for maximum utilization of my skills.

**Education:** 2002 - 2004 Bangalore University  
**Master of Business Administration (MBA)**  
Specialization –HR & Marketing

1999 - 2002 Bangalore University,  
**Bachelor of Business Management (BBM)**  
Specialization –Marketing

**Internship Training:** Organizational Study at Kodak India Limited.

Organizational Overview of Functional Departments of Kodak India Limited, the leading imaging products company in the country and a wholly owned subsidiary of Eastman Kodak Company, U.S.A.

## **Work Experience**

1. Currently working as **Regional Sales Manager- South in Nyletech Solutions Private Limited (November 2018 till date)**
  - Responsible for Business Development and Client satisfaction from the Customers across South India.
  - Identify and generate Business from new Clients and ensure Incremental Revenue from both the verticals of GPS Business, i.e., ETMS and VTS
  - Ensure Sales and Collection Performance across all the four branches of the south region.
  - Monitor the work done by the team members and advice measure to bring out about an improvement in the quality of the field work in order to produce higher result, Develop, groom and motivate a high performing team.
  - Co-ordinate with different departments in order to resolve the queries / service request of complains of the customer.
  - Educate the clients on vehicle tracking through URL and App based Solutions.

2. Worked as a **Branch Head for Karnataka and Kerala Enterprise Business at Door Sabha Nigam Limited a wholly owned Subsidiary of Telekonnectors (December 2017 to September 2018)**

- Responsible for the P&L of the Branch and build healthy business relations with major accounts including corporate clients, enterprise clients, institutional clients.
- Sell Collaboration Solutions to potential clients Customized as per their requirements which include Audio Conferencing Solution, Enterprise Bridge Solution, Voice Drop services and App based calling (Multicall).
- Ensure and develop new streams of revenue growth and maintain relationship with existing clients through Farming team of Karnataka and Kerala.
- Identify and generate Business from new Clients through Hunting Team of Karnataka and also achieve repeat /referral business.
- Co-ordinate with different departments in order to resolve the queries / service request of complains of the customer.
- Responsible for End to End activities of all the Departments.
- Monitor the work done by the team members and advice measure to bring out an improvement in the quality of the field work in order to produce higher result, Develop, groom and motivate a high performing team.
- Address customer and employee satisfaction issues promptly.
- Identify key customer needs through sales call and meetings.
- Signed up Top Brands like Café Coffee Day, Sical and VRL through existing contacts and Rapport
- Streamlined the Branch payments to a great extent and ensured least value pending in 90 days and Billed to Collection month on month greater than 100%.

3. Worked as **Manager Corporate Customer Life Cycle Management (LCM) and Lead Hub Customer Care Enterprise (B2B) at Reliance Communications Limited Bangalore (July 2012 to October 2017)**

- Responsible for enhancing Minutes of usage, Tracking and generating Revenues through Cross Selling and Up-selling, Lead Generation and reducing Churn (Corporate Value Churn)
- Reach Corporate Collection Targets assigned by regular follow-up with the Customers through Relationship Managers of Named and Strategic Accounts with an Invoice value of 60 Crores per annum
- Ensure Bad debt reduction by focusing on timely collections and collections from Churned Accounts.
- Enhancing Base value through Higher Rate plan Up-gradation for incremental Revenue market share and E-bill penetration.
- Involve in New Product Launch and handhold during Product and Service Up-gradation.
- Organize for Loyalty and Engagement Programs for Corporate Customers.
- Ensure regular visit and interaction with Key Decision Makers of Strategic account across India and International for Revenue assurance, Business enhancement and customer delight.
- Providing Timely implementation of quality solutions by SR closure monitoring within SLA
- Monitor the work done by the team members and advice measure to bring out about an improvement in the quality of the field work in order to produce higher result, Develop, groom and motivate a high performing team.
- SPOC for Network Enhancement coordination with all the stakeholders in the valuechain PAN India for mapped Corporate Customers.
- Recognized for conducting Events, Service desks at Customer premises with timely resolutions by involving cross functional departments in the value chain.
- Recognized for Enhancing Revenue from one of a top Strategic Account named through Upselling and Upgradation from 54 Lacs pa to 5.76 Cr pa within a quarter.
- Recognized as a Team for 100% SLA adherence for all the QRC received from Top Cooperates as well as SMBs.
- Recognized for Topping Collections and Customer Retention every Quarter FY 13-14
- Achieved highest E-bill penetration, highest C-Sat and Least value churn(Revenue leakage), and 90+ during YTD 14-15, YTD 15- 16

- Achieved Highest Average Collection Percentage in Q1 and Q3 of 101% and 124% YTD 16- 17.

**4. Worked as Head Cluster Service Marketing, Customer Interface and Planning Group (CIPG) at Reliance Communications Limited in Pondicherry & Vellore Cluster (South Chennai) for Distribution and Retail Business (November 2008 to July 2012)**

- Enhance Customer Satisfaction by Training the CSEs and CREs for resolving customer's queries within TAT and work on Customer Delight.
- Appoint Prepaid Acquisitions and Care Centers for, Revenue generation and increasing market share.
- Handling the overall Cluster Turnover of 72 Crores per annum including Prepaid and Postpaid (B2B and B2C)
- Ensuring that Touch points are equipped with adequate resources for new launch roll-outs, merchandising material and stocks by coordinating with relevant teams in the value chain, organizing for SMS blast, IVR and Marketing Campaign for enhancing channel revenue through primary sales.
- Assign CRE on field and Tele-calling executives due date and overdue collections to avoid involuntary Churn, Barring through TBD and VBD.
- Track Employee Attrition at Touch point and ensure all the CSEs available are trained and certified. Motivate the existing employees for attaining CSE payout incentives
- Ensure all the HNI customers in Postpaid Probable churn and Voluntary cases are met by my Team for Retention.
- Increase prepaid Retention through Retail outlets and Distributors and revoke as many Suspended customers by offering better Tariffs to customers and incentive to the Channels.
- Responsible for Process Compliance and standardization at Mobile Stores
- Organizing more of Knowledge sharing sessions with the Stores and interactive Classroom learning to increase their Product, Process knowledge also educate the Usage of ERP software (i-Care, Simplify and Oracle CRM) for Customer and Franchisee Convenience and ensure performance in LMS scores.
- Coordinate with the ASCs of OEM in order to resolve Service Complaints due to Equipment faulty cases to address Customer Grievance and avoid Churn
- Team Management & Performance Tracking of Team (direct and Indirect) Including Zonal Service Managers, Retention Leads, Channel Management Executives, Store Managers and CSEs through MIS received on daily basis, Performance audit review & improvements.
- Recognized Nationally by NHQ and as No1 performer among 21 clusters for achieving Zero HNI Churn in Pondicherry Cluster across 13 towns in the month of June 2009. And also certified for achieving 100% Customer Satisfaction from 13 stores of Vellore Cluster in March 2009.
- Recognized across the Hub as Star Performer for consistent performance in LCM activities also nationally by NHQ for Top Engagement activity done for Platinum and Gold Customers.
- Recognized for Conducting Handset Mela, Customer Engagement Program at GRT Grand for HNI Customers of Pondicherry Cluster and Social Events as Eye Camp in Vellore District in association with Vasan Eye Care.
- Recognized for getting Maximum Revenue and Acquisitions from the appointed Rural care Centers which were later converted to Key outlets and shared inputs to other Regions for Replication.
- Got Recognition and King of King Cluster contest award thrice as best performer among all the Vertical Heads in the Hub TN and Kerala FY'10-11'
- Awarded as Best Cluster team across TN and Kerala Hub for Topping performance FY'09-10' and FY'10-11'in all the Parameters
- Got appreciation for Service Marketing Campaigns and Collateral tie ups with Brands especially the one with TVS group for PAN India in Q4 FY'11-12'.

5. Worked as **Key Account Manager and Regional Customer Service Delivery Manager** at **Tata Teleservices in Bangalore** for Enterprise Business Services (B2B)-Voice and Data (March 2007 – November 2008)
- Enhancing the Voice Revenue of the accounts assigned through the team of Customer Relationship Executives.
  - Play an integral role in new business pitches and hold responsibility for the effective On-boarding of new clients
  - Responsible for the development and achievement of sales and maintaining good contacts with all clients
  - Selling VAS to enhance revenue from named Accounts, Conversions on cross selling and up selling of products and services.
  - Conduct loyalty programs at Customer premises to increase business, customer satisfaction and delight.
  - Increase Retention, Reduce customer churn across all business lines by increasing their intention to stay.
  - Providing Timely implementation of quality solutions by SR closure monitoring for named accounts. Communicate & Monitor the MOUs of Accounts assigned on a periodic basis.
  - Tracking all the SRs and monitoring them on daily basis by regular follow-up with relevant team members for closure.
6. Worked at **Airtel Enterprise Services in Bangalore** as **Corporate Relations Executive** for Wire-line and Wireless Business-B2B (October 2005-March 2007)
- Managing relations with the Company coordinators of Named accounts by timely and accurate updation of customer database.
  - VOC of the customer is captured during QOS meet & action taken.
  - Organizing Sales and Service Help Desk at Customer Premises to generate leads and extra revenue from the Account.
  - Providing effective resolutions through accurate understanding of technological aspects of problem and through coordination with relevant persons involved in the value chain.
  - Providing Timely implementation of quality solutions by raising requests through ECRM and if required through field visits and closing them within the Time frame-TAT.
  - Achieving targets on QOS levels for churn management and to ensure client satisfaction through accurate understanding of customer needs.
7. Worked at **Kalyx Networks Private Limited in Bangalore** as **Senior Executive Business Development-B2B** (November 2004-September 2005)
- Responsible for Corporate Sales of IT networking solutions like LAN, WAN, Telecom and security solutions by Crompton Greaves, Avaya, Cisco, TVS R&M, Backup solution from Veritas and HP and storage solution of HP and SGI.
  - Maintain awareness and knowledge of competitors' products, pricing, discount structures and overall strengths and weaknesses
  - Identify/ generate new leads/opportunities for solution offerings through a variety of means including cold-calling, referencing, following up from alliance partners
  - To sustain existing and increase new client accounts by preparing reports , presentations, concept notes and obtaining sanctions , providing rate sanctions from time to time
  - Controlling costs and working within budget constraints
  - Recognized and certified by Principal Company SGI for demonstration skills and presentation for products of SGI.
8. Worked at **Airtel Connect in Bangalore** as a **Business Development Executive** for personal Business (B2C). (April 2002-March 2004)
- Identify & analyze the clients requirements, thoroughly mapping the accounts

- Attend training and keep abreast of product and service developments
- Generating new business relationships and negotiating new revenue for agreed targets
- **Got recognition from employer for excellent sales contribution.**
- Was allowed to work part time while doing MBA.
- Brought sales through existing contacts and also developed new contacts.

### **Projects:**

1. **“Consumer Perception towards KODAK Cameras (35mm)”** submitted to Bangalore University for the award of the Degree of B.B.M.
2. **“Evaluation of Marketing Mix Strategy and Consumer Preference towards Soft Drink Products of Pepsi Co”** submitted to Bangalore University for the award of the Degree of M.B.A

### **Computer Skills:**

- Operating Systems: Windows 9x, Windows 2000
- Programming Languages: C, Basics of C++, Fox Pro, UNIX and MS Office

### **Personal Information**

**Name** : Abubucker Sait  
**Date of Birth** : 6<sup>th</sup> June 1980  
**Marital Status** : Married  
**Father's name** : Mohammed Younus Sait.

### **Language Proficiency:**

**To Read & Write:** English, French, Arabic, Hindi, Kannada and Urdu.

**To Speak:** English, French, Arabic, Hindi, Kannada, Tamil and Urdu.

**Sports & Hobbies:** Playing Football, Carom, Music & Numismatics.

**Self Analysis:** Self- Confidence, Good interpersonal-relationship, Customer Centric, Commitment Oriented and Goal oriented

**ABUBUCKER SAIT**